

Appendix B
Dropout Prevention and Persistence to Graduation
Outreach

Public Outreach and Messaging

Strategy Five of the proposed framework (Appendix A) includes activities related to public outreach and messaging. As mentioned in the framework, Kentucky is participating in a Southern Governor's Association initiative, funded by the Bill and Melinda Gates Foundation, to develop strategic communications plans for nine southern states in support of the *Education in the South: A Passport to Opportunity* initiative.

The *Passport* initiative is aimed at reaching at-risk students and their influencers with messages about the importance of graduating high school ready for postsecondary education and work.

The strategic communications plan for Kentucky is attached. Passport is a three-phase initiative. The blueprint includes recommendations on how to plan activities to reach Kentucky's at-risk youth through meaningful, one-on-one conversations, like mentoring or job shadowing, as well as through broader outreach vehicles, such as a Web portal and media partnerships.

Early in 2007, SGA will deliver the *Passport* Action Toolkit, which includes step-by-step guides as well as customizable communications and creative materials to help Kentucky implement the *Passport* effort.

The Council on Postsecondary Education and the Kentucky Department of Education are working in partnership with the SGA-contracted public relations firm on *Passport*. The initiative supports the "Go Alliance" states in SREB, which means those that have education access portals, such as GoHigherKy.org. While the Individual Learning Plan is not mentioned specifically, it is considered to be part of the overall Go Higher web portal for the purposes of this initiative.

Please note that all of the target areas identified in this Plan for year one have not been confirmed as of this writing. An update will be provided at the Board meeting.